

## Message Text

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70

ACTION IO-03

INFO OCT-01 SS-14 ADP-00 EB-03 COME-00 NSC-10 NSCE-00

CIAE-00 INR-10 NSAE-00 RSC-01 L-02 EA-13 PM-03 DODE-00

ACDA-10 ARA-10 EUR-10 OC-01 OTPE-00 FCC-01 PRS-01

USIA-04 NASA-01 RSR-01 /099 W  
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R 172300Z JUL 73

FM USMISSION USUN NY

TO SECSTATE WASHDC 8781

INFO AMEMBASSY BRASILIA

C O N F I D E N T I A L USUN 2595

LIMDIS

E.O. 11652: GDS

TAGS: BR, PFOR, UN

SUBJ: TELEVISION DIRECT BROADCAST BY SATELLITE: BRAZIL

1. BRAZILIAN MISSION MINISTER SOUZE E SILVA, WHO IS RETURNING TO BRASILIA IN AUGUST TO HEAD ITAMARATY INTERNATIONAL ORGANIZATION BUREAU, REQUESTED DISCUSSION WITH MISOFF OF DIRECT BROADCAST SATELLITE QUESTIONS. SOUZE BEGAN BY NOTING THAT BRAZILIAN DELEGATION TO RECENTLY CONCLUDED OUTER SPACE COMMITTEE SESSION INCLUDED A COL. MASSA DA COSTA WHOM HE DESCRIBED AS EXECUTIVE SECRETARY TO THE BRAZILIAN NATIONAL COUNCIL (IDENTIFIED IN OSC DELEGATIONS LIST AS BELONGING TO THE BRAZILIAN COMMISSION FOR SPACE ACTIVITIES). MASSA DA COSTA HAD BEEN SENT TO NEW YORK IN FURTHERANCE OF BRAZILIAN NATIONAL COUNCIL'S INTEREST IN DEVELOPING TECHNOLOGY OF TELEVISION BROADCASTING DIRECTLY INTO INDIVIDUAL RECEIVERS BY SATELLITE. SOUZA SAID BRASILIA BELIEVES THAT WASHINGTON UNDERESTIMATES BRAZIL'S CONCERNS WITH THIS TECHNOLOGY; THE GOB IS DEEPLY CONCERNED AND BRAZILIAN POLICY IN THIS FIELD ARISES FROM BNC, NOT  
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FOREIGN OFFICE, DECISION-MAKING.

2. SOUZA SAID THE BNC HAS BEEN AND CONTINUES TO BE GRAVELY WORRIED BY THE AMOUNT AND CHARACTER OF RADIO BROADCASTING INTO BRAZIL BY THE USSR AND PRC. BRAZIL'S SENSITIVITY AS TO COMMUNIST BROADCASTING, AND ITS CERTAINTY THAT THIS UNWELCOME FLOOD WILL GROW IN THE FUTURE, MAY SEEM SOMEWHAT EXTREME TO THE US BUT CONSTITUTES AN IMPORTANT REALITY IN THE GOB. THE PROSPECT OF DIRECT TELEVISION BROADCASTING IS AN APPALLING ONE, HE SAID, AND US STATEMENTS TO THE EFFECT THAT THE TECHNOLOGY IS SOME YEARS OFF HAVE NO PALLIATIVE EFFECT.

3. WHEN MISOFF NOTED THAT IN PARALLEL WITH BRAZIL, THE USSR IS ITSELF URGING THE ADOPTION OF A TREATY-BASED NO-BROADCASTING-WITHOUT-PRIOR-CONSENT RULE, SOUZA REPLIED IT SHOULD NOT BE FORGOTTEN THAT BRAZIL WAS THE FIRST COUNTRY TO DRAW INTERNATIONAL ATTENTION TO EXPECTED POLITICAL PROBLEMS IN THIS FIELD. HE RECALLED THAT, AT THE TIME THE OUTER SPACE TREATY WAS BEING NEGOTIATED IN 1966, BRAZIL AND FRANCE HAD DECLINED TO AGREE TO CONCLUDING THE OST BECAUSE OF THE ABSENCE OF ANY PROVISION IN THE TREATY EXPRESSLY RELATING TO DIRECT SATELLITE BROADCASTING UNLESS THE OUTER SPACE COMMITTEE WERE AUTHORIZED TO DISCUSS THE MATTER. THE US HAD RELUCTANTLY AGREED TO AN OSC "STUDY" BUT, SOME SEVEN YEARS LATER, HE SAID, US POLICY SEEMED STILL TO CENTER ON REMINDERS THAT THE TECHNOLOGY IS BY NO MEANS IN HAND AND ON REITERATION OF LONG-STANDING TRADITIONS OF FREEDOM OF COMMUNICATIONS. HE OBSERVED HE COULD UNDERSTAND HOW RECENT EVENTS WOULD HAVE CONVINCED ANEW PEOPLE IN THE US OF THE VALUE OF FREEDOM OF COMMUNICATIONS FOR A SOCIETY LIKE OURS BUT THIS WOULD NOT BE THE CASE FOR EVERY COUNTRY. AS AN ASIDE, HE THOUGHT THE GOB HAD BECOME UNNECESSARILY RESTRICTIVE IN TERMS OF PRESS FREEDOM, OR LACK THEREOF, AND BELIEVED HE SAW THE PROSPECT OF A CERTAIN CHANGE OF EMPHASIS TOWARD THE LESSENING OF INTERNAL RESTRAINTS.

4. SOUZE SAID THAT ON HIS RETURN TO THE BRAZILIAN  
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FONOFF HE INTENDS TO TRY TO RAISE THE LEVEL OF US CONSCIOUSNESS OF THESE PROBLEMS BY INVOLVING NOT ONLY THE STATE-NASA-DEFENSE STAFF-LEVEL COMMUNITY CONCERNED WITH SPACE ACTIVITIES AND ISSUES BUT ALSO THE MOST SENIOR DIPLOMATIC LEVEL OF THE STATE DEPARTMENT. HE HOPED AMB ARAUJO CASTRO WOULD BE INSTRUCTED TO BEGIN A DISCUSSION OF THE MATTER IN WASHINGTON IN THE NEXT MONTHS. HE BELIEVED THE GOB PERCEIVED THAT THE CONTINUATION OF THE CURRENT US

ATTITUDE WOULD IN COURSE AFFECT NEGATIVELY THE WHOLE  
RANGE OF US-BRAZILIAN RELATIONSHIPS, WHICH, HE SAID  
WERE OTHERWISE VERY GOOD.  
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